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AUG 19 2004

**PATENT APPLICATION
Docket No. 14531.46****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of)

Phillip Y. Goldman et al.)

Serial No. 09/264,432) Art Unit

2614

Filed: March 8, 1999)

Confirmation No. 3073)

For: SYSTEM AND METHOD FOR INSERTING)
ADVERTISEMENTS INTO AN INFORMATION)
RETRIEVAL SYSTEM DISPLAY)

Examiner: Scott E. Beliveau)

Customer No. 022913)

AMENDMENT "H" AFTER FINAL
FILED WITH REQUEST FOR CONTINUED EXAMINATION

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of July 8, 2004 (paper no. 28), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.

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